ANNUAL REPORT 2020 BOTHELL FIRE DEPARTMENT Committed to exceptional service through preparation, prevention and performance F. SCHAFFEA .



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Committed to exceptional service through preparation, prevention and performance

City of Bothell Fire Department History

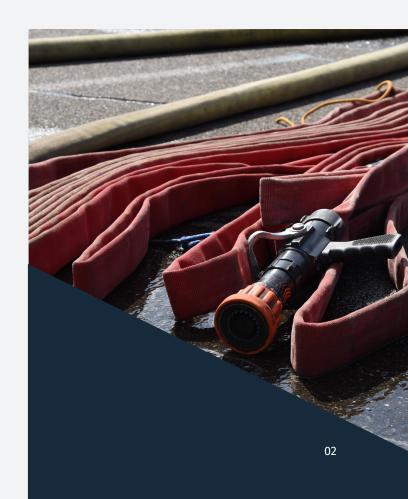
In April of 1911, City of Bothell experienced one of its most devastating fires to date. It was Easter morning when flames ignited in the local downtown bakery. Within minutes, the fire spread to a number of nearby businesses.

The blaze then crossed Main Street destroying several more shops. All of the City's records were lost and the only way to contain the fire was with dynamite.

The need for a fire department became more apparent than ever, and in 1913, the first Fire Marshal, G.A. Anderson, was hired and the fire department was formerly organized. For several years, the department was comprised of volunteer firefighters.

In 1973, after the passage of the Federal Comprehensive Employment Training Act, Bothell Fire hired its first career firefighters. Since then, Bothell Fire Department has grown and changed with the times.

Today, the department is led by Fire Chief Bruce Kroon and includes two deputy chiefs, six battalion chiefs, 12 lieutenants, 40 firefighters, a Community Risk Reduction team and several administrative support staff. The department operates out of three fire stations and has five fire engines, one ladder truck, four aid cars, one brush fire unit, two command units and will soon have two replacement fire stations. Bothell Fire Department's values are Compassion, Integrity Humility, Progressive and Teamwork. Our vision is to improve the quality of life for our team, our partners, and those we are proud to serve while engaging the community. We are committed to exceptional service through preparation, prevention and performance.







A Message From Bothell Fire Chief Bruce Kroon

It is my pleasure to share with you our 2020 annual report. In this document you will find statistics about our response standards, number of emergency medical service (EMS) and fire incidents, significant events and community engagement for the people we serve in both the City of Bothell and Snohomish County Fire Protection District 10.

2020 will be remembered as a year of "Challenge." Every fire department in the country, including Bothell Fire Department, encountered several unprecedented challenges in 2020, including the ongoing COVID-19 pandemic, pandemic-related illness and loss of life, protest-related unrest and violence, catastrophic wildfires and significant fiscal setbacks. I am very pleased to report that our firefighters and staff rose to the occasion and still delivered the exceptional service our community members deserve and expect.

In 2020, the Bothell Fire Department responded to 6,458 calls for service, a 2.7% decrease from 2019 with 6,640 calls for service. When the effects of the COVID-19 pandemic began to impact the Bothell area in March, we saw a reduction in the number of calls for service. People were hesitant to call for assistance due to concerns related to COVID-19. Our firefighters quickly adapted to this new environment. We worked closely with King County EMS and the King County Fire Chiefs to develop a response plan to navigate COVID-19 related calls.

You now routinely see our responders entering a medical scene wearing a mask, eyewear, gloves and a surgical gown. This is for their protection and for the protection of the patients they are helping. To date, we have had no response-related transmission of COVID-19 to our firefighters. In addition to keeping our staff in appropriate personal protective equipment (PPE), we purchased an electrostatic gun that can quickly decontaminate an aid car and other large areas. We also purchased three UV light boxes that can decontaminate essential gear such as N95 masks. The ability to efficiently decontaminate apparatus and equipment saves time and money.

We are moving toward construction of both Station 42 (Downtown) and Station 45 (Canyon Park). Unfortunately, we are dealing with the impacts that

COVID-19 has had on the construction industry. We have been struggling to keep the cost of construction within our \$35.5 million budget, approved by voters in the 2018 Public Safety Bond. While it has taken us longer than expected to develop a scope of work to fit our budget, the timeline for completion of both stations is still on target. We expect to complete Station 45 in the summer of 2022 and complete Station 42 in the fall of 2022. The design build team, BNBuilders/Miller Hull and City staff are committed to delivering safe, durable and efficient fire stations.

With vaccines developed to combat COVID-19 now being delivered, we look forward to turning the corner on the pandemic and all of its effects, in 2021. It is important to remember that we are always here to respond to your emergency. When you call 911, you will receive fast, professional service delivered in a manner that keeps both you and our firefighters safe.

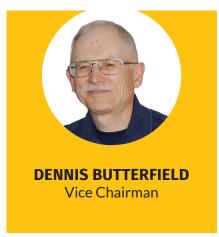
Sincerely,

Fire Chief Bothell Fire Department

Snohomish County Fire Protection District 10

City of Bothell and Snohomish County Fire Protection District 10 have had a long standing partnership to provide fire and emergency medical services to residents in District 10. As part of this relationship, Fire District 10 owns and maintains Station 44 (Queensborough), and City of Bothell Firefighters staff the station 24 hours a day, seven days a week.







Revenue	2020
Revenue	\$3,514,592.11

Expenses	2020
Administrative Expenses	\$44,859.89
Facilities/Maintenance Repairs	\$31,570.69
Vehicles/Equipment Repairs	\$0.00
Fire Services Contract 2018/2019	\$1,760,724.00
Aid and Rescue	\$0.00
Operating Transfers	\$965,000.00
Investment Transfers	\$1,434,625.47



Support Staff Gabby Diego Administrative Assistant P.O. Box 881 Bothell, WA 98041 425-806-6246



A Letter from Commissioner Norris

In 2020, the entire world was faced with an unknown virus. There was no vaccine for it and in order to slow the spread of COVID-19, Bothell Fire Department had to develop new protocols changing the way your firefighters delivered service.

When 911 calls were received, additional questions were asked to determine if a patient had the virus. Personal protective equipment (PPE) was used on all "high risk" aid calls and full decontamination of firefighters and apparatus took place after every medical response. All three stations, including 44, were cleaned and disinfected on a daily basis. To date, personnel are screened for COVID-19 symptoms before starting their shift and are taking social distancing measures. Despite all of these changes, your firefighters continued to provide the District and City with exceptional Fire and EMS services.

The City started the design phase of the two new replacement fire stations, 42 (Downtown) and 45 (Canyon Park) that were approved by City of Bothell residents in 2018. To keep Station 45 Crews in their current service area during construction, the District and City negotiated a ground lease agreement to temporarily house personnel at Station 44. This

agreement will be in effect while the new station is being constructed, which is expected to begin in July of 2021 and be completed in 2022. We're excited to share that Station 44 received a new roof and gutters in 2020. The last time these items were replaced was in the early 1990s. The District is also looking at replacing our heating and air conditioning system.

In 2019, The District built a new gazebo over the patio area to provide better living conditions for our firefighters and to honor Lt. Kirk Robinson who passed away in October of 2019. In order to officially recognize his contribution to both the District and the Department, a memorial plaque in his honor is being designed and will be attached to the gazebo in 2021.

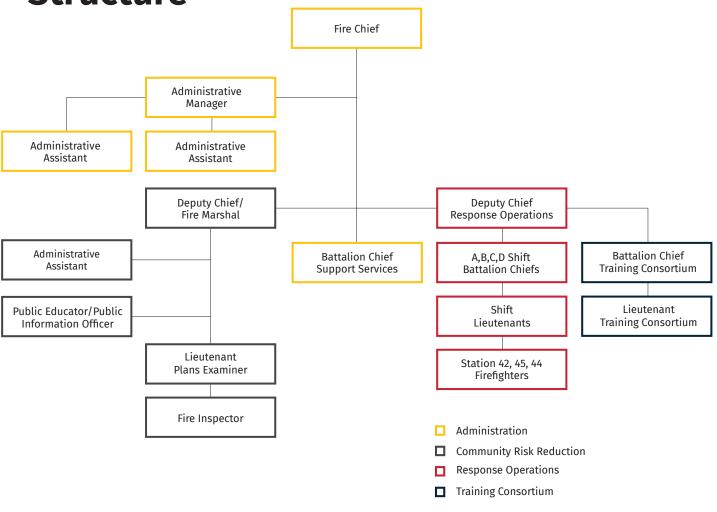
We are excited for the new year and look forward to continuing to provide exceptional Fire and EMS services to our community in 2021.

Michael J. Norris,

District Secretary

Snohomish County Fire Protection District 10

Organizational Structure



Department Changes

Many structural changes took place in 2020. Bothell Fire transitioned from a three-platoon to four-platoon department to increase firefighter safety and to enhance our quality of service to the community.

This change created a need for additional on-duty personnel. A sixth battalion chief position was created as well as several lieutenant roles, resulting in recordbreaking promotions. The Support Services Firefighter and a Fire Inspector went back on the line.

Due to COVID-19, the City of Bothell faced fiscal

setbacks, and every City department made staffing cuts. Bothell Fire Department eliminated the vacated Records Specialist Position as well as the Training Administrative Assistant role.

In addition to these changes, Bothell, Woodinville, Northshore and Shoreline Fire Departments combined resources and launched the North King County Training Consortium (NKCTC). NKCTC is staffed by officers from all four departments.



Administrative Staff

Administrative staff play a critical role in running a successful department. Administration is led by Fire Chief Kroon and is comprised of the following personnel:

1 Fire Chief

1 Support Services
Battalion Chief

1 Administrative Manager

2 Administrative Assistants



Fire Prevention/CRR

Community Risk Reduction focuses on enhancing public safety through regulation and prevention. The section includes the following staff:

1 Deputy Chief/ Fire Marshal

1 Plans Examiner Lieutenant

1 Fire Inspector

1 Public Educator/PIO

1 Administrative Assistant



Response Operations

Response Operations is at the heart of what we do. It is Bothell Fire's largest section with more than 58 staff. Personnel include the following:

1 Deputy Chief

1 Training Battalion Chief

1 Training Lieutenant

4 Shift Battalion Chiefs

12 Lieutenants

40 Firefighters



Exceptional Service Awards

Battalion Chief Rob van Spaandonk

Battalion Chief Dan Johnson

Lieutenant Anthony Savino

Ladder Driver Operator Bruce Myka

Engine Operator Jack Greaves

Firefighter Nick Martindale

Firefighter Curtis Schaffer

Firefighter Ryan J. Smith

Firefighter Demico Rogers

Firefighter Jake Kappert

Community Educator Niki Strachila

Administrative Assistant Melissa Gladden

Distinguished Service Awards

10 Year Service Award

Lieutenant Russ Petrick

Firefighter John Deaver

15 Year Service Award

Battalion Chief Jon Rode

Firefighter Kelly Melton

Administrative Assistant Gabby Diego



Employee of the Year

Firefighter Demico Rogers is an integral member of Bothell Fire Department. He goes above and beyond for the community, the department and for fellow crew members.



Firefighter Demico Rogers was awarded Employee of the Year for a number of reasons. Everytime he is on-duty, he is professional, positive and accountable. He continues to look for ways to better himself, is perceptive to new ideas and is always willing to lend a hand when needed. Firefighter Rogers' dedication to his duty as a firefighter, skillsets and overall attitude, have established him as a leader and role model to fellow crew members.

Firefighter Rogers constantly evaluates the needs of his community and in 2020, he spearheaded the Giving Tree Drive which provided Bothell families with much-needed gifts, clothing and supplies during an especially difficult holiday season. He also was instrumental to the Public Education Department in 2020 by participating in various outreach videos and events.



New Employees









77

Thanks to the voter approved Safe and Secure Levy and Bond, Bothell Fire was able to hire additional firefighters in 2020, making Bothell an even safer place to live, work and play.

- Chief Kroon



Retirements



Promotions

Bothell Fire Department's transition to a four-platoon schedule in 2020, as well as 2019 retirements, resulted in a record-breaking number of promotions. The following members were promoted to leadership roles, and they all have done an exceptional job in their new positions.



Battalion Chief Jerry Hughes

Pictured above is 2020 appointed Battalion Chief, Jerry Hughes. Chief Hughes has been with the department for over 31 years. He leads with integrity, professionalism and compassion.

Bothell residents are entitled to high quality agency leadership; giving back to the department and community, and sharing my knowledge, skills, and abilities are what I look forward to most.

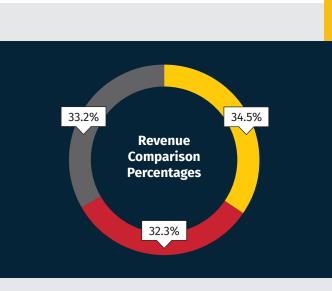
- Battalion Chief Hughes

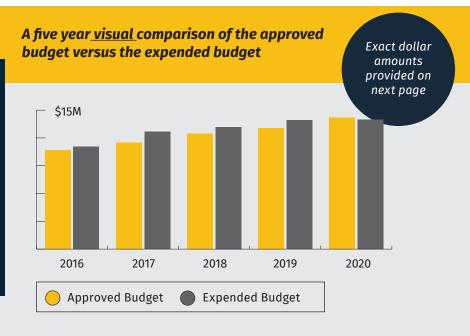


Revenue

Revenues	2020
King and Snohomish County EMS Levies	\$1,879,691.50
Snohomish County Fire District 10	\$1,764,724.00
Other Revenue	\$1,811,505.98
Ground Emergency Medical Transport	\$896,728.45
Transport Fees	\$358,471.48
Fire Donations	\$4,750.00
MVC Fees	\$33,693.27
Fire Plan Reviews	\$60,479.53
Fire Suppression System Review Fees	\$196,856.00
False Fire Alarm Fees	\$6,013.00
Fire Code Permit Fees	\$98,851.92
Fire Impact Fees	\$46,397.18
Fire Code Enforcement Fine	\$2,947.00
Fire Training, Outside Agencies	\$15,883.41
Deputy Chief/Fire Marshal Shared Services	\$90,434.74

Total Overall Revenue: \$5,455,921.48





Expenditures

Budget/Expenditures	2020	2019	2018
Expended Budget	\$13,971,639	\$13,898,021	\$13,161,525
Approved Budget	\$14,194,129	\$13,052,820	\$12,472,076

Budget/Expenditures	2017	2016
Expended Budget	\$12,661,710	\$11,086,376
Approved Budget	\$11,515,918	\$10,688,341



Bothell Fire's Facilities



Bothell Fire Department operates out of three fire stations; 42, 45 and 44. Station 42 is the Headquarters Station located off Beardslee Blvd.

Fire Stations 42 (Downtown) and 45 (Canyon Park) will be completely replaced by new, modern stations using funds from the voter-approved Safe and Secure Bond that was passed in 2018. The buildings will allow Bothell Fire Department to continue providing the community with exceptional service. Each station will meet industry standards, allow ample room for growth and training, and will improve firefighter health and safety. The demolition and construction of both fire stations is anticipated to begin in July of 2021.

Bothell Fire's Fleet



05

Fire engines, two of which are reserve engines. Every fire engine carries 500 gallons of water, hoseline, medical kits, tools and air packs.



04

Aid car units, one operating out of each station as well as a reserve aid car. Aid cars have the supplies and equipment to provide basic life support.



01

Ladder truck housed at Station 42. The ladder truck has a 100 ft. ladder and carries specialty equipment for technical rescues.



02

Command units housed at Station 42, one of which is a reserve command unit. Bothell Fire will be receieving a new command unit in 2021.



01

Medic unit which provides advanced life support to the community. Bothell contracts paramedic services with Shoreline Fire Department.



01

Brush fire rig which deploys with Bothell Fire's Wildland Team to wildfires in and out of state each year.









A Message From the Deputy Chief of Response Operations

2020 left an indelible mark on all of us, and like so many people in our community, Bothell Fire Department saw unprecedented change.

We started the year off with an exciting future ahead of us. 2019 retirements led to a recordbreaking number of promotions.

Another noteworthy change was the addition of a fourth platoon, D-Shift. Crews went from working 48 hour shifts to 24 hour shifts which improved firefighter safety, enhanced our level of service to the public and aligned our work schedule with nearby fire departments who we train and operate with on a daily basis.

Our growing interdependence with neighboring fire departments grew even more in 2020 with the establishment of the North King County Training Consortium (NKCTC), staffed by officers from Bothell, Woodinville, Northshore and Shoreline Fire Departments. The combined efforts of these officers resulted in a robust and standardized training program that has enhanced interagency collaboration on emergency calls.

2020 will forever be remembered as the year of the COVID-19 pandemic, and it certainly impacted the way your firefighters provided service in 2020. Over the course of the year, the department adopted a number of personal protective equipment (PPE) response and decontamination protocols to ensure safe delivery of services, protecting patients and personnel from unwarranted spread of the virus.

Despite challenges brought on by COVID-19, your responders provided exceptional service in 2020 through prevention, performance and preparation. Firefighters answered 6,458 emergency calls and responded to a spectrum of incidents; medical emergencies, motor-vehicle accidents, water rescues, technical rescues, structure fires, hazardous materials incidents, social unrest calls and wildland fires, both in and out of state. Often times, more

than one emergency vehicle will respond on a call and in 2020, our apparatus was dispatched a total of 8,058 times.

In closing, I want to express my personal thanks and gratitude to all of the brave men and women who make up the Bothell Fire Department. They are a group of dedicated professionals who often work under incredibly stressful conditions to fulfill our sworn duties to Bothell, Snohomish County District 10 and beyond. No matter the challenges, hurdles or change we may face, Bothell Fire Department is always here to answer the call.

Respectfully.

Mike McAuliffe, Acting Deputy Chief - Operations

Response times are measured from the time 911 dispatchers notify crews of an emergency call to the time crews arrive at that call. The department strives to meet the following operational guidelines:

1

A fire engine arrives at the scene of a fire within 8 minutes of being notified by 911 dispatchers

2

An aid car or EMT arrives at a medical emergency within 7 minutes of being notified by 911 dispatchers

3

The first emergency vehicle arrives at a call within 7 minutes and 13 seconds of being notified by 911 dispatchers

4

15 firefighters are on the scene of a confirmed fire within 13 minutes of being notified by 911 dispatchers



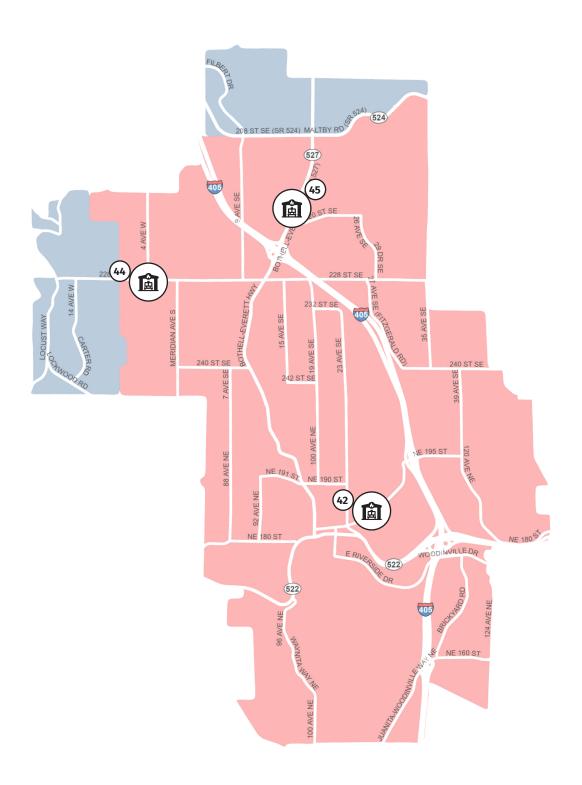
Response times fluctuate every year. The response times listed in the table below reflect the 90th percentile. Performance standards described with percentages are commonly referred to as "fractiles." It is now the accepted practice for fire departments to use this reporting method because fractiles state the performance that is expected to occur. When a fractile standard is set at a 90% level, it means the agency strives to meet or beat the given time standard in at least nine responses out of ten.

Turnout Time is measured from the time 911 dispatchers notify crews of an emergency call to the time crews pull out of the station.

Response Times Over Last Four Years

Measure (Minutes)	2017	2018	2019	2020
Fire Incident - Arrival of First Fire Engine	10:40	9:48	10:11	10:11
Medical Incident - Arrival of First Aid Car or EMT	8:31	8:24	8:29	8:33
All Emergency Incident Types - Arrival of First Emergency Vehicle	8:57	8:45	8:49	8:53
First 15 Members at Confirmed Fire	14:19	15:13	13:51	13:23
Turnout Time	2:26	2:05	2:04	2:10

Our Service Area



Service Area Statistics



Medical Emergency Calls:



Bothell firefighters are EMTs, and provide the community with basic life support. Bothell contracts paramedic services with Shoreline Fire Department. A medic unit is housed at Station 42 all hours of the day and days of the week. Paramedics provide the community with advanced life support.

372 calls were outside of our jurisdiction. The closest apparatus is dispatched to a call regardless of jurisdictional boundaries. This makes for faster response times across the region.

287

Motor-Vehicle Accidents in 2020





87 total cardiac arrests. King County has a nationally renown EMS program with a 56% save rate. 149 total fire responses over the year





Apparatus was dispatched 8.058 times.

116 Hazmat Responses, Including Natural Gas



2020 | 6,458

2019 | 6,640

2018 | 6,350

2017 | 6,341

2016 | 6,253

Bothell Fire Department's Call Volume

As Bothell grows, call volume grows with it. There was a 4.5% increase in call volume between 2016 and 2020, a five year span of time.

Training Division



In 2020, Bothell, Woodinville, Northshore and Shoreline Fire Departments combined resources and launched the North King County Training Consortium (NKCTC). The Consortium provides all four departments with robust, high-quality, standardized training in a efficient and cost-effective manner. It is necessary for Bothell to train with surrounding fire departments being that we work together on emergency scenes on a daily basis. Common practices, familiarization with each other's equipment and personnel as well as seamless interoperability are crucial to the success and safety of firefighters and community members.



Special Operations



Bothell Fire Department's Technical Rescue Team is made up of 16 firefighters who have advanced skills and knowledge in hazardous materials, rope, structural collapse, confined spaces and trench rescue. The Department also has a Water Rescue Team with 13 total members.

These teams give the Department the ability to respond to calls that require skills beyond that of the average firefighter. Technical rescue teams allow Bothell Fire to provide the very best emergency services possible no matter the complexity or type of call.

Despite COVID-19,
2020 was nothing
short of successful
for the Technical
Rescue Team with
new members, new
equipment, missioncritical trainings and
noteworthy calls
taking place over the
course of the year.

The Bothell Technical Rescue Team maintains 16 members who respond on Ladder 142. Technical Rescue Team members maintain certifications in Rescue Systems, High-Angle Rope, Confined Space, Trench and Structural Collapse.

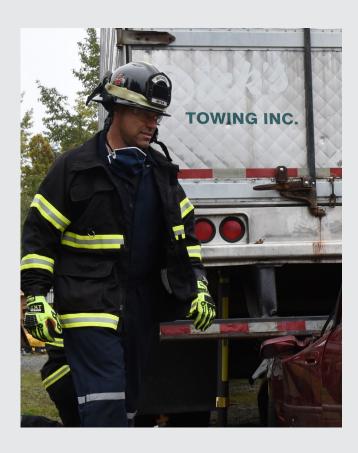
13

Total members are part of the Water Rescue Team.



10

Technical Rescue
Team members
are instructors
who teach for
both Bothell
and neighboring
jurisdictions.



Notable Trainings and New Equipment

In 2020, all King County Technical Rescue Teams (TRT) received Heavy Extrication Struts from an Urban Areas Security Initiative (UASI) Grant. The Heavy Extrication Struts are used to stabilize large vehicles such as semi-trucks or school buses when they are involved in motor-vehicle accidents. Extrication Struts are vital for safe and effective operations. Bothell TRT members attended a special in-house training event in October where crews learned how to use the Heavy Extrication Struts.

Dick's Towing attended this drill and provided a large truck and semi-trailer to use as a prop during the training. Firefighter Jacob Kappert and Firefighter Curtis Schaffer organized the drill and instructed the team.



Fifteen wildland team members went on four deployments over the course of 44 days. Firefighters battled five different wildfires across Washington and California.

2020 proved to be a busy and dramatic wildland fire season once again. Exceptional and extreme fire and weather behavior created millions of acres of wildfires across Washington, Oregon and California. The Bothell Fire Wildland team deployed to Washington and California — and performed exceptionally across the board. Our team and regional resources are known by name and requested by command teams regularly. Despite some of the additional challenges that 2020 held in store for us, our team performed well during the season.

Wildland Team Deployments



One of the 2020 deployments was to a complex fire (multiple large fires being managed by a unified national type 1 command team) — the August Complex Fire in California. We had four Type 6 brush engine deployments and one Type 1 deployment. There were a total of 15 different wildland team members deployed over the course of 44 days. Below is a breakdown of each of the deployments:

Badger Lake Fire

August 16-22 Cheney, WA 300 Acres Burned

Evan's Canyon Fire September 2-14 Yakima, WA

75,817 Acres Burned

Pearl Hill Fire September 2-14 Bridgeport, WA 223,730 Acres Burned

Sumner Grade Fire

September 8-13 Sumner, WA 494 Acres Burned

August Complex

September 22-October 9 Redding/Chico, CA 1,032,648 Acres Burned

The fires our team responded to burned more than 1,332,989 acres combined. That's two and a half times the size of the State of Rhode Island. MIMILI





A Message From the Deputy Chief and Fire Marshal of Community Risk Reduction

When we started 2020, we anticipated business as usual, continuing our focus on improving existing technologies and highlighting areas of expanding community safety and outreach. As the "new" virus was making headlines, we had no idea that our own organization would be impacted to the degree that it was. In many ways, Fire Prevention was defined in 2020 by the COVID-19 pandemic, and forced our hand to think outside the box to maintain community safety and education.

As we finished our Washington State Rating Bureau review in the fall of 2020, we relied heavily on technology to receive a fair and unbiased rating. Because of COVID, the normal in-person interviews and deep-dive into our record keeping, certifications and training was performed virtually. Luckily, many of the departments included in the review were already successfully transitioning to electronic record keeping, which led to a very successful process. The City of Bothell's overall rating improved by over half a point, thereby creating potential insurance savings for the greater Bothell Community.

Our annual inspection programs were also deeply impacted by the effects of COVID-19 and our ability to visit Bothell businesses for safety inspections. Because many of our local businesses were either closed, or simply not able to allow guests inside, the program suffered some minor setbacks. However, since we finished almost 100% of the previous year's inspections, we are confident that the overall safety of our businesses and the community were not greatly compromised.

Fire Prevention took advantage of some of this "down time" and focused on a new inspection tool to assist our firefighters in the field. The new ESO Inspect software was recently implemented with an outstanding training video created in-house. This new software is familiar to our staff and provides much-needed improvements and paperless inspections. We are looking forward to visiting our businesses in the near future, reconnecting on lifesafety issues and answering any related questions.

2020 was also the year for the new code adoption. Every three years the City adopts the new International Code books and the associated City of Bothell amendments.

This year, we took on the task of comparing our own local code amendments with those of other local jurisdictions, as well as completely reorganizing our existing Municipal Code to be more user-friendly and reflect the layout of the International Fire Code. Our goal was to adopt similar amendments for a friendlier and more predictable Municipal Code. We accomplished our goals; however, COVID-19 struck again, and the adoption was delayed from July of 2020 to the beginning of 2021 due to the unintended impacts of the pandemic. At the printing of this document, we are set to adopt the new code books in February of 2021.

As we reflect on this extraordinary year, I want to thank the entire Fire Prevention team for their perseverance and focus. In addition, the demands of our frontline employees this past year was unprecedented, but everyone within the organization rose to the occasion. Here's to looking forward to a new year, and a new emphasis on community life safety and risk reduction.

Sincerely,

Butch Noble

Deputy Chief/Fire Marshal Community Risk Reduction

1\ado)

Significant Incidents

Fatality Fire on 129th Ave NE

On April 20, 2020, a fire investigator was called to the scene of a small house fire that was contained to the garage. While the fire itself was not significant, the victim sustained life-threatening burns and sadly succumbed to those burns several days later in the hospital.

The fire originated from smoking materials that ignited nearby combustibles. In this case, the victim was at the point of origin of the fire. The patient suffered a severe stroke several months prior, and was unable to escape the flames due to the physical effects of that stroke. The cause of the fire was found to be accidental.

House fire in Queensborough

On May 13, 2020 a fire was reported in a single-family residence located at 221st St SW. The fire ignited in a detached garage and quickly spread to the house which was in close proximity.

Fortunately, crews acted quickly and the garage sustained most of the damage. Smoke damage was experienced in the home. The fire was caused by a faulty electrical system. The electrical system caused high-resistance heating which eventually ignited nearby combustibles. The cause of the fire was determined to be accidental.



Number of crew inspections completed by each station

Station	Assigned	Completed
Station 42	615	248
Station 44	368	0
Station 45	370	0

Crew Inspections were heavily impacted by COVID-19. Under the restrictions set forth by the Governor, these inspections could not be performed.





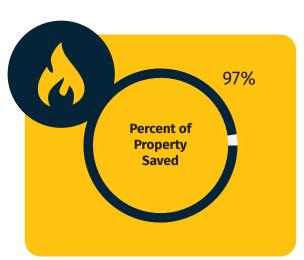
710

Total permits were issued in the 2020 year, mirroring the number of permits issued in 2019, despite challenges brought forth by COVID-19.

Building Value	Property Lost
\$2,025,200	\$58,700

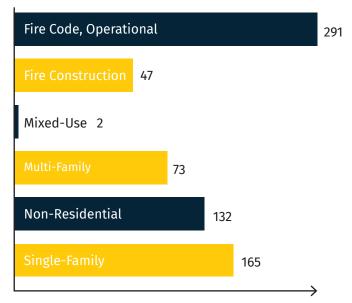
Total of Property Saved

\$1,966,500





Types of Permits Issued in 2020



Public Education



January kicked off with Public Information Officer (PIO) and Public Educator, Niki Strachila obtaining her Advanced PIO Certification. What started off as a normal year of outreach for the Public Education Department, took a quick turn when COVID-19 struck Washington.

Fire stations were closed to the public, marquee events such as the Pancake Breakfast were canceled and a majority of programs such as engine visits, ride alongs, smoke alarm installations and bike helmet fittings, were put on hold to protect community members and personnel from exposure to the virus. The Public Education Department shifted its focus to virtual education and outreach leveraging social media channels, monthly city emails, the quarterly Bothell Bridge newsletter and other online platforms to engage with the community.

PIO Strachila, dedicated a large portion of her time to public information and awareness relating to COVID-19 and other significant incidents that took place throughout the year.



4,718 total Facebook followers by the end of the 2020 year

A 26.5% increase since 2019. Facebook is one way for the department to engage with various community groups in Bothell.



1,628 total Twitter followers by the end of the 2020 year

A 103.5% increase since 2019. Twitter is one of the most effective ways to share time-sensitive news and information with the media. It has arguably replaced the traditional press release.



Pandemic Messaging

PIO Strachila created several social media toolkits and campaigns that fire departments across King County shared with the public. Universal and consistent messaging encouraged community members to continue to call 911 when faced with life-threatening emergencies, and to take steps to "slow the spread" of the virus.



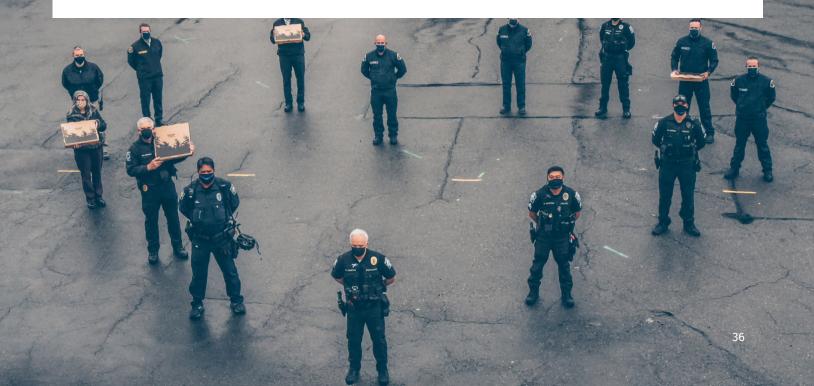
Fire Prevention Month

The theme of Fire Prevention Month was Cooking Safety. Bothell Fire launched the Cooking with the Crews video series. Several firefighters whipped up their favorite meal on camera and shared an important cooking safety tip with the public. Additional videos and social media posts were also published to encourage safe cooking practices.



Additional Messaging

Public Education was proactive in launching a number of online campaigns over the year to help reduce risk in Bothell. Some of the campaigns included; fireworks safety, wildfire prevention, swimming safety and holiday fire safety. A number of videos were produced as well to increase engagement such as Firefighter Storytimes which proved to be very popular.



Bothell Fire Department

10726 Beardslee Blvd. Bothell, WA 425-806-6242 bothellwa.gov/fire

Follow Bothell Fire Department for Information and Updates





